



Station Order Revised Heinrich for Senate 2012

gag
8/21/12

Market: Albuquerque

Flight Dates: Thursday, August 23, 2012 to Sunday, September 02, 2012

Estimate ID

11641

Contact: Jim Giudicessi

Email: Jim.Giudicessi@krqe.com

Phone: 505-246-2222

Fax: 505-944-0259

Direct: 505-998-9530

KRQE-S2

		Days	Gross	Thu	Fri	Sat	Sun	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Total
Program Name	DP	Length	Rate	Aug 23	Aug 24	Aug 25	Aug 26	Aug 27	Aug 28	Aug 29	Aug 30	Aug 31	Sep 01	Sep 02	
KRQE 5a News 5:00 AM 6:00 AM	EM	M-F 30	\$50.00 \$50.00	5						1					1
KRQE 6a News 6:00 AM 7:00 AM	EM	M-F 30	\$125.00 \$750.00	4	1	1		1		1	1	1			6
CBS This Morning 7:00 AM 9:00 AM	EM	M-F 30	\$150.00 \$450.00	3	1				1		1				3
Saturday 7a News 7:00 AM 8:00 AM	EM	Sa 30	\$75.00 \$75.00	3			1								1
The Doctors 9:00 AM 10:00 AM	DT	M-F 30	\$125.00 \$125.00	3								1			1
KRQE Noon News 12:00 PM 12:30 PM	DT	M-F 30	\$275.00 \$275.00	3	1										1
Bold & Beautiful 12:30 PM 1:00 PM	DT	M-F 30	\$175.00 \$175.00	3		1									1
Dr. Phil 3:00 PM 4:00 PM	EF	M-F 30	\$175.00 \$1,225.00	3	1	1		1	1	1	1	1			7
KRQE 5:30p News 5:30 PM 6:00 PM	EN	M-F 30	\$500.00 \$3,000.00	3	1	1		1	1	1	1				6
Wheel of Fortune 6:30 PM 7:00 PM	PA	M-F 30	\$850.00 \$4,250.00	3				1	1	1	1	1			5
2 Broke/Mike 8:00 PM 9:00 PM	PT	M 30	\$1,200.00 \$1,200.00	5				1							1
NCIS 7:00 PM 8:00 PM	PT	Tu 30	\$2,000.00 \$2,000.00	3					1						1

Suzanne Collins

Media Strategies and Research

1580 Lincoln Street, Suite 510, Denver, CO 80203

suzannel@mediastrategies.com

Date/Time Sent: 8/20/2012 5:03:01 PM

KRQE-S2

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Flight Dates: Thursday, August 23, 2012 to Sunday, September 02, 2012

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Email: Jim.Giudicessi@krqe.com

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Program Name	DP	Days	Length	Gross Rate	Thu Aug 23	Fri Aug 24	Sat Aug 25	Sun Aug 26	Mon Aug 27	Tue Aug 28	Wed Aug 29	Thu Aug 30	Fri Aug 31	Sat Sep 01	Sun Sep 02	Total
Criminal Minds	PT	W	30	\$900.00	5						1					1
8:00 PM 9:00 PM				\$900.00												
Person Interest	PT	Th	30	\$2,100.00	3	1										1
9:00 PM 10:00 PM				\$2,100.00												
CSI New York	PT	F	30	\$1,400.00	3		1									1
8:00 PM 9:00 PM				\$1,400.00												
Blue Bloods	PT	F	30	\$1,500.00	3								1			1
9:00 PM 10:00 PM				\$1,500.00												
The Good Wife	PT	Su	30	\$900.00	5			1								1
8:00 PM 9:00 PM				\$900.00												
Mentalist	PT	Su	30	\$1,400.00	4										1	1
9:00 PM 10:00 PM				\$1,400.00												
KRQE 10p News	LN	M-F	30	\$1,100.00	3	1			1		1		1			4
10:00 PM 10:35 PM				\$4,400.00												
Saturday 10p News	LN	Sa	30	\$325.00	5		1									1
10:00 PM 10:35 PM				\$325.00												
Letterman	LF	M-F	30	\$125.00	5	1				1		1				3
10:35 PM 11:35 PM				\$375.00												
Station Gross Totals				\$26,875.00	7	6	2	1	6	7	6	6	6		1	48

Suzanne Collins

Media Strategies and Research

1580 Lincoln Street, Suite 510, Denver, CO 80203

Date/Time Sent: 8/20/2012 5:03:01 PM

KRQE-S2

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suzannel@mediastrategies.com



Station Buy Detail

Albuquerque-Santa Fe,TV

Est ID: 11641

Client: Heinrich for Senate 2012

Flight Dates: Thursday, August 23, 2012 to Sunday, September 02, 2012

KRQE-S2

Program Name	DP	Days Length	Rate	Thu	Fri	Sat	Sun	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Total
				Aug 23	Aug 24	Aug 25	Aug 26	Aug 27	Aug 28	Aug 29	Aug 30	Aug 31	Sep 01	Sep 02	
KRQE 5a News 5:00 AM - 6:00 AM	EM	M-F 30	\$50.00 \$50.00						1						1
KRQE 6a News 6:00 AM - 7:00 AM	EM	M-F 30	\$125.00 \$750.00	1	1			1		1	1	1			6
CBS This Morning 7:00 AM - 9:00 AM	EM	M-F 30	\$150.00 \$450.00	1					1		1				3
Saturday 7a News 7:00 AM - 8:00 AM	EM	Sa 30	\$75.00 \$75.00			1									1
The Doctors 9:00 AM - 10:00 AM	DT	M-F 30	\$125.00 \$125.00									1			1
KRQE Noon News 12:00 PM - 12:30 PM	DT	M-F 30	\$275.00 \$275.00	1											1
Bold & Beautiful 12:30 PM - 1:00 PM	DT	M-F 30	\$175.00 \$175.00		1										1
Dr. Phil 3:00 PM - 4:00 PM	EF	M-F 30	\$175.00 \$1,225.00	1	1			1	1	1	1	1			7
KRQE 5:30p News 5:30 PM - 6:00 PM	EN	M-F 30	\$500.00 \$3,000.00	1	1			1	1	1	1				6
Wheel of Fortune 6:30 PM - 7:00 PM	PA	M-F 30	\$850.00 \$4,250.00					1	1	1	1	1			5
NCIS 7:00 PM - 8:00 PM	PT	Tu 30	\$2,000.00 \$2,000.00						1						1
2 Broke/Mike 8:00 PM - 9:00 PM	PT	M 30	\$1,200.00 \$1,200.00					1							1
CSI New York 8:00 PM - 9:00 PM	PT	F 30	\$1,400.00 \$1,400.00		1										1

KRQE-S2

Media Strategies and Research

1580 Lincoln Street, Suite 510, Denver, CO 80203, 303-989-4700

11350 Random Hills Road, Suite 670, Fairfax, Virginia 22030, 703-877-2000

Jim Giudicessi

13 Broadcast Plz SW Albuquerque NM

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Station Buy Detail

Albuquerque-Santa Fe, TV

Est ID: 11641

Client: Heinrich for Senate 2012

Flight Dates: Thursday, August 23, 2012 to Sunday, September 02, 2012

KRQE-S2

Program Name	DP	Days		Rate	Thu	Fri	Sat	Sun	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Total
		Length			Aug 23	Aug 24	Aug 25	Aug 26	Aug 27	Aug 28	Aug 29	Aug 30	Aug 31	Sep 01	Sep 02	
Criminal Minds	PT	W		\$900.00							1					1
8:00 PM - 9:00 PM		30		\$900.00												
The Good Wife	PT	Su		\$900.00				1								1
8:00 PM - 9:00 PM		30		\$900.00												
Blue Bloods	PT	F		\$1,500.00									1			1
9:00 PM - 10:00 PM		30		\$1,500.00												
Person Interest	PT	Th		\$2,100.00	1											1
9:00 PM - 10:00 PM		30		\$2,100.00												
Mentalist	PT	Su		\$1,400.00											1	1
9:00 PM - 10:00 PM		30		\$1,400.00												
Saturday 10p News	LN	Sa		\$325.00			1									1
10:00 PM - 10:35 PM		30		\$325.00												
KRQE 10p News	LN	M-F		\$1,100.00		1			1		1		1			4
10:00 PM - 10:35 PM		30		\$4,400.00												
Letterman	LF	M-F		\$125.00	1					1		1				3
10:35 PM - 11:35 PM		30		\$375.00												
Station Totals				\$26,875.00	7	6	2	1	6	7	6	6	6		1	48
Station Net				\$22,843.75												

KRQE-S2

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11350 Random Hills Road, Suite 670, Fairfax, Virginia 22030, 703-877-2000

Jim Giudicessi

13 Broadcast Plz SW Albuquerque NM

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Spot Manager: All, 08/23/12-09/02/12



Alt Order #	Advertiser	Order	Inv. Code (Book	Time Period	Length	Priori	Chann	Product	Estimate	Air Time	Ad-ID	Rate
Date: 08/23/12												
Station: KRQE												
	POL/Heinrich f	200142 M-F KRQE News	KRQE News		:30	P4	[ALL]	HEINRICH I11641		6:31:10 AM	MHTV1201H	\$125.00
	POL/Heinrich f	200142 CBS This Mornin	CBS Early St		:30	P3	[ALL]	HEINRICH I11641		8:45:31 AM	MHTV1201H	\$150.00
	POL/Heinrich f	200142 M-F KRQE News	12p-1230p		:30	P3	[ALL]	HEINRICH I11641		12:20:34 PM	MHTV1201H	\$275.00
	POL/Heinrich f	200142 Dr. Phil	3p-4p		:30	P3	[ALL]	HEINRICH I11641		3:43:05 PM	MHTV1201H	\$175.00
	POL/Heinrich f	200142 KRQE News 13	(530p-6p		:30	P3	[ALL]	HEINRICH I11641		5:43:33 PM	MHTV1201H	\$500.00
	POL/Heinrich f	200142 Thur Hour 3	9p-10p		:30	P3	[ALL]	HEINRICH I11641		9:19:59 PM	MHTV1201H	\$2,100.00
	POL/Heinrich f	200142 David Letterman	1035p-1137p		:30	P5	[ALL]	HEINRICH I11641		10:58:30 PM	MHTV1201H	\$125.00
												\$3,450.00
												\$3,450.00
Date: 08/24/12												
Station: KRQE												
	POL/Heinrich f	200142 Fri Hour 2	8p-9p		:30	P3	[ALL]	HEINRICH I11641				\$1,400.00
	POL/Heinrich f	200142 Soap Rotator	(12:30:00 PM		:30	P3	[ALL]	HEINRICH I11641				\$175.00
	POL/Heinrich f	200142 M-F KRQE News	KRQE News		:30	P4	[ALL]	HEINRICH I11641		6:31:55 AM		\$125.00
	POL/Heinrich f	200142 Dr. Phil	3p-4p		:30	P3	[ALL]	HEINRICH I11641		3:50:43 PM		\$175.00
	POL/Heinrich f	200142 KRQE News 13	(530p-6p		:30	P3	[ALL]	HEINRICH I11641		4:59:56 PM		\$500.00
	POL/Heinrich f	200142 LN M-F	10p-1035p		:30	P3	[ALL]	HEINRICH I11641		10:06:30 PM		\$1,100.00
												\$3,475.00
												\$3,475.00
Date: 08/25/12												
Station: KRQE												
	POL/Heinrich f	200142 KRQE News Satu	7a-8a		:30	P3	[ALL]	HEINRICH I11641		7:26:59 AM		\$75.00
	POL/Heinrich f	200142 LN Sa	10p-1035p		:30	P5	[ALL]	HEINRICH I11641		10:16:12 PM		\$325.00
												\$400.00
												\$400.00
Date: 08/26/12												
Station: KRQE												
	POL/Heinrich f	200142 Sun Hour 3	8p-9p		:30	P5	[ALL]	HEINRICH I11641		8:30:30 PM		\$900.00
												\$900.00
												\$900.00
Date: 08/27/12												
Station: KRQE												
	POL/Heinrich f	200142 Dr. Phil	3p-4p		:30	P3	[ALL]	HEINRICH I11641				\$175.00
	POL/Heinrich f	200142 Mon Hour 2	8p-9p		:30	P5	[ALL]	HEINRICH I11641				\$1,200.00
	POL/Heinrich f	200142 M-F KRQE News	KRQE News		:30	P4	[ALL]	HEINRICH I11641				\$125.00
	POL/Heinrich f	200142 M-F 630p-7p	M-F 630p-7p		:30	P3	[ALL]	HEINRICH I11641				\$850.00
	POL/Heinrich f	200142 KRQE News 13	(530p-6p		:30	P3	[ALL]	HEINRICH I11641				\$500.00
	POL/Heinrich f	200142 LN M-F	10p-1035p		:30	P3	[ALL]	HEINRICH I11641				\$1,100.00
												\$3,950.00
												\$3,950.00
Date: 08/28/12												
Station: KRQE												
	POL/Heinrich f	200142 M-F 630p-7p	M-F 630p-7p		:30	P3	[ALL]	HEINRICH I11641				\$850.00
	POL/Heinrich f	200142 M-F KRQE News	KRQE News		:30	P4	[ALL]	HEINRICH I11641				\$125.00
	POL/Heinrich f	200142 CBS This Mornin	CBS Early St		:30	P3	[ALL]	HEINRICH I11641				\$150.00
	POL/Heinrich f	200142 M-F KRQE News	KRQE News		:30	P5	[ALL]	HEINRICH I11641				\$50.00
	POL/Heinrich f	200142 KRQE News 13	(530p-6p		:30	P3	[ALL]	HEINRICH I11641				\$500.00
	POL/Heinrich f	200142 David Letterman	1035p-1137p		:30	P5	[ALL]	HEINRICH I11641				\$125.00
	POL/Heinrich f	200142 LN M-F	10p-1035p		:30	P3	[ALL]	HEINRICH I11641				\$1,100.00
	POL/Heinrich f	200142 Tue Hour 1	7p-8p		:30	P3	[ALL]	HEINRICH I11641				\$2,000.00
	POL/Heinrich f	200142 Dr. Phil	3p-4p		:30	P3	[ALL]	HEINRICH I11641				\$175.00
												\$5,075.00
												\$5,075.00
Date: 08/29/12												
Station: KRQE												
	POL/Heinrich f	200142 Wed Hour 2	8p-9p		:30	P5	[ALL]	HEINRICH I11641				\$900.00
	POL/Heinrich f	200142 M-F KRQE News	KRQE News		:30	P4	[ALL]	HEINRICH I11641		6:24:20 AM		\$125.00
	POL/Heinrich f	200142 CBS This Mornin	CBS Early St		:30	P3	[ALL]	HEINRICH I11641		8:53:00 AM		\$150.00

[Sorted by: Date]

Spot Manager: All, 08/23/12-09/02/12



Alt Order #	Advertiser	Order	Inv. Code (Book	Time Period	Length	Priori	Chann	Product	Estimate	Air Time	Ad-ID	Rate
Date: 08/29/12												
Station: KRQE												
	POL/Heinrich fr	200142 Dr. Phil		3p-4p	:30	P3	[ALL]	HEINRICH I11641		3:43:05 PM		\$175.00
	POL/Heinrich fr	200142 KRQE News 13 (530p-6p	:30	P3	[ALL]	HEINRICH I11641		5:50:49 PM		\$500.00
	POL/Heinrich fr	200142 M-F 630p-7p		M-F 630p-7p	:30	P3	[ALL]	HEINRICH I11641		6:34:23 PM		\$850.00
	POL/Heinrich fr	200142 LN M-F		10p-1035p	:30	P3	[ALL]	HEINRICH I11641		10:15:57 PM		\$1,100.00
	POL/Heinrich fr	200142 David Letterman		1035p-1137p	:30	P5	[ALL]	HEINRICH I11641		11:25:15 PM		\$125.00
												\$3,925.00
												\$3,925.00
Date: 08/30/12												
Station: KRQE												
	POL/Heinrich fr	200142 M-F KRQE News		KRQE News	:30	P4	[ALL]	HEINRICH I11641		6:45:45 AM		\$125.00
	POL/Heinrich fr	200142 Dr. Phil		3p-4p	:30	P3	[ALL]	HEINRICH I11641		3:51:43 PM		\$175.00
	POL/Heinrich fr	200142 KRQE News 13 (530p-6p	:30	P3	[ALL]	HEINRICH I11641		5:43:13 PM		\$500.00
	POL/Heinrich fr	200142 M-F 630p-7p		M-F 630p-7p	:30	P3	[ALL]	HEINRICH I11641		6:47:03 PM		\$850.00
												\$1,650.00
												\$1,650.00
Date: 08/31/12												
Station: KRQE												
	POL/Heinrich fr	200142 M-F 9a-10a		9a-10a	:30	P3	[ALL]	HEINRICH I11641		9:08:05 AM		\$125.00
	POL/Heinrich fr	200142 Dr. Phil		3p-4p	:30	P3	[ALL]	HEINRICH I11641		3:16:31 PM		\$175.00
	POL/Heinrich fr	200142 M-F 630p-7p		M-F 630p-7p	:30	P3	[ALL]	HEINRICH I11641		6:34:53 PM		\$850.00
	POL/Heinrich fr	200142 Fri Hour 3		9p-10p	:30	P3	[ALL]	HEINRICH I11641		9:20:39 PM		\$1,500.00
												\$2,650.00
												\$2,650.00
Date: 09/02/12												
Station: KRQE												
	POL/Heinrich fr	200142 Sun Hour 4		9p-10p	:30	P4	[ALL]	HEINRICH I11641				\$1,400.00
												\$1,400.00
												\$1,400.00
												\$6,875.00

[Sorted by: Date]

AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS

(check applicable box)

☒ **FEDERAL CANDIDATE**

☐ **STATE/LOCAL CANDIDATE**

To Avail Themselves of The Lowest Unit Charge During a Political Window, Federal Candidates Must Sign The Certification On Page 3

Station and Location: KRQE-TV Albuquerque	Date: 8/21/2012
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I, Media Strategies and Research,
 being on behalf of: Martin Heinrich, a legally
 qualified candidate of the Democratic political
 party for the office of: U.S. Senate
 in the General
 election to be held on: Tuesday, November 06, 2012
 do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
SEE ATTACHED SCHEDULE					
Date of First Broadcast:			Date of Last Broadcast:		
Thursday, August 23, 2012			Sunday, September 02, 2012		

Total Charges: \$26,875.00

For programming that, in whole or in part, "communicates a message relating to any political matter of national importance," list the matters below:

I represent that the payment for the above described broadcast time has been furnished by:

Martin Heinrich for Senate

and you are authorized to announce the time as paid for by such person or entity.
I represent that this person or entity is either a legally qualified candidate or an authorized committee/organization of the legally qualified candidate.

The name of the treasurer of the candidate's authorized committee is:

Valerie J. Borrego

This station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional and other sales practices (not applicable to federal candidates).

THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACMENT OF ADVERTISING.

To Be Signed By Candidate or Authorized Committee

Tuesday, August 21, 2012

Date



Signature

To Be Signed By Station Representative

☐ Accepted

☐ Accepted in Part

☐ Rejected

Signature

Printed Name

Title